CLAIMS

What is claimed is:

1. An electronic publishing system, comprising:

a publisher interface that allows a publisher of a website to create a message specification associated with the website; and

a message builder that generates a message for delivery to a targeted group of users of the website based on the message specification, wherein the message builder includes:

a formatter for generating the message; and

a spam tester for assessing whether the message is likely to be flagged as spam.

2. The system of claim 1, wherein the spam tester includes:

a filter simulator that assesses attributes of the message; and

a result reporter that provides a spam assessment for the message based on the assessed attributes of the message.

3. The system of claim 2, wherein the filter simulator assigns a spam value to each attribute of the message, and sums the spam values to determine if the message is likely be flagged as spam.

4. The system of claim 3, wherein the score reporter displays the spam values assigned to at least some of the attributes.

5. The system of claim 1, further comprising:

a data collection interface for collecting user data from users of a plurality of websites; and

a database for separately storing collected user data for each website, wherein the targeted group of users is selected from the user data stored for the website.

6. The system of claim 1, wherein the publisher interface includes:

a mechanism for selecting a template from a plurality of templates, wherein the formatter generates the message using the selected template;

a mechanism for inputting information;

a mechanism for designating a recipient criteria; and

a scheduling mechanism for establishing a delivery time for the message.

7. The system of claim 6, wherein the message builder further includes:

a scheduler for grouping an advertisement with story content and for determining specific users that will receive the message based on the recipient criteria; and

a mailer for delivering the message at the established delivery time.

8. The system of claim 6, wherein the publisher interface further includes a mechanism for choosing from a plurality of delivery modes.

9. The system of claim 1, further comprising a system for un-subscribing users, wherein un-subscribed users will not receive the message.

10. A method of electronically publishing information, comprising:

creating a message specification associated with a website;

generating a message based on the message specification;

assessing whether the message is likely to be flagged as spam; and

delivering the message to a targeted group of users.

11. The method of claim 10, wherein the assessing step includes:

assigning a spam value to each of a plurality of attributes of the message;

obtaining a spam score for the message by summing the spam values; and

determining if the message is likely to be flagged as spam by comparing the spam score to a spam threshold value.

12. The method of claim 10, further comprising:

adjusting at least one of the attributes of the message when the message is likely to be flagged as spam; and

assessing whether the adjusted message is likely to be flagged as spam.

13. The method of claim 10, further comprising:

collecting user data from users of a plurality of websites;

separately storing the user data for each website in a database, wherein the targeted group of users is selected from the user data stored for the website.

14. The method of claim 10, further comprising:

selecting a template from a plurality of templates;

inputting information for the message, wherein the message is generated using the selected template and the inputted information;

designating a recipient criteria;

determining the targeted group of users based on the recipient criteria;

choosing a delivery mode from a plurality of delivery modes; and

establishing a delivery time for the message.

15. The method of claim 14, further comprising customizing the selected template when the message generated using the selected template is likely to be flagged as spam.

16. A program product stored on a recordable media for electronically publishing information, the program product comprising:

program code configured to allow a publisher of a website to create a message specification associated with the website;

program code configured to generate a message for delivery to a targeted group of users of the website based on the message specification; and

program code configured to assess whether the message is likely to be flagged as spam.

17. The program product of claim 16, wherein the program code configured to assess the message includes:

program code configured to assign a spam value for each of a plurality of attributes of the message;

program code configured to obtain a spam score for the message based on the spam values; and

program code configured to determine if the message is likely to be flagged as spam based on the spam score.

18. The program product of claim 16, further comprising:

program code configured to select a template from a plurality of templates;

program code configured to input information for the message, wherein the message is generated using the selected template and the inputted information;

program code configured to designate a recipient criteria;

program code configured to determine the targeted group of users based on the recipient criteria;

program code configured to choose a delivery mode from a plurality of delivery modes; and

program code configured to establish a delivery time for the message.

19. The program product of claim 18, further comprising program code configured to customize the selected template.

20. The program product of claim 16, further comprising:

program code configured to adjust an attribute of the message when the message is likely to be flagged as spam; and

program code configured to assess whether the adjusted message is likely to be flagged as spam.